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have competent assistants who do an exceptionally fine job of running the shop. That enables me to devote much of my time to teaching."

The shop at Charlotte CC, it should be noted, is one of the finest in the mid-South. And, Jim Van Norman, who has been Love's No. 1 assistant for the last two years, recently was named head pro at Asheville (N.C.) CC.

Love's preparation for teaching goes somewhat beyond the five years he has worked as an assistant and head pro and the three years he played the circuit. He at-

tended the University of Texas and played collegiate golf for three years under Harvey Penick, the CC of Austin professional who doubles as the Longhorn coach. Penick does more than teach the young men on his team how to improve their games and win matches for old U of T. He is as much interested in imbuing them with an appreciation of the game and a deep-rooted knowledge of how it should be played as he is in knocking over the opposition. Penick, in short, teaches a player how to teach.

Heard It Before

"It's a funny thing," says Davis Love about his former coach, "but every time I come up with what I think is a new idea about teaching, it eventually occurs to me that I learned it from Harvey Penick. Wes Ellis will tell you the same thing."

After getting his degree, Love planned to immediately get into professional golf but he was detoured for two years by the Army. But even with that he came up smelling of persimmon, as the saying goes. Somebody somewhere in a G. I. personnel office decided that since Dave had a golf background in college, he should be assigned to teaching golf and not misplacing parts as an aircraft mechanic. It was one of those rare departures from the Army's usual snafued way of doing things.

Love ended up in Korea running a 9-hole course for American G. I.s and Korean officers. Most of his time was occupied with teaching. The Koreans, by the way, proved to be exceptionally agile players and many of them shot in the 90s after only two or three months of instruction and practice. "It is too bad," says Love, "that the country doesn't have more than two or three courses and that more Koreans aren't able to play golf. They'd produce some brilliant golfers in a few years.



You learn from the pupil.



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WILLIAM W. ERCOLINI, Manager
Woodland Golf Club

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Used an Interpreter

The Charlotte pro imparted his instruction to the Korean players through an interpreter. This gave him a new appreciation of the value of communication, the inadequacy of which he feels greatly hampers golf instruction. "While I was teaching there," he says, "I realized that I had to learn to express myself more precisely than I ever had before. But even that was not adequate. As teachers we just can't find the words many times to describe the feel or sensation we want to impart to the pupil. If the pupil accidentally stumbles upon it he, in turn, can't always tell us if he has grasped it. All either of us can do is try to describe it as precisely as we can and hope to come close in getting through to each other."

As an example of the communication barrier, Love tells how last summer he was working with a pupil who simply couldn't pivot correctly. "I explained that I wanted him to pivot without swaying," Davis recalls. "I used 'spin', 'pivot', 'turn' — every word I could think of, but to no avail."

Word Was Elusive

"Finally it dawned on the pupil. 'Oh, you want me to twist,' he said. That was it exactly, only I wouldn't have thought of the word, simple as it is, all afternoon. When the pupil grasped exactly what I was after he had no more trouble."

"Which brings me to the conclusion," Love adds, "that most pros should occasionally sit down with a dictionary or a word-finder and enlarge their vocabularies. Someday I hope somebody is able to write an instruction book that describes the precise feeling that is felt in the different parts of the swing rather than the mere mechanics. It would probably take a genius to do it."

Next to knowing how to express himself, the Charlotte shopmaster thinks the best thing a teacher can bring to the lesson tee is enthusiasm. If it begins to wane after five or six hours, or less, the pro is better off to go back to the shop for the rest of the day and send his assistant out. Love's reasoning is that the pupil

Ladies PGA Spring-Summer Schedule

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- | | | |
|-------|----------|--|
| Mar. | 18-21 | —St. Petersburg Inv., Sunset GC—\$10,000 |
| | 26-28 | —Allstate Ladies Inv., Colonial CC, Jackson, Miss.—\$8,500 |
| April | 2-4 | —To be announced |
| | 9-11 | —To be announced |
| | 16-18 | —To be announced |
| | 23-25 | —Pensacola Ladies Inv., Scenic Hills CC—\$8,500 |
| April | 30—May 2 | —Peach Blossom Inv., Spartanburg (S.C.) CC—\$8,500 |
| May | 7-9 | —Shreveport Kiwanis Inv., Palmetto CC, Benton, La.—\$8,500 |
| | 14-16 | —Muskogee Civitan Inv., Muskogee (Okla.) CC—\$8,500 |
| | 20-23 | —Dallas Civitan Open, Glen Lakes CC—\$14,000 |
| | 28-30 | —Babe Zaharias Open, Bayou Din GC, Beaumont, Tex.—\$8,500 |
| June | 4-6 | —Blue Grass Inv., Hunting Creek CC, Louisville—\$8,500 |
| | 10-13 | —Women's Western Open, Beverly CC, Chicago—\$8,000 |
| | 18-20 | —Cosmopolitan Women's Open, Mactown GC, Rockton, Ill. —\$8,500 |
| | 25-27 | —Lady Carling Open, Turf Valley CC, Ellicott City, Md.—\$10,000 |
| July | 1-3 | —USGA Women's Open, Atlantic City CC, Northfield, N. J. —\$10,000 (min.) |
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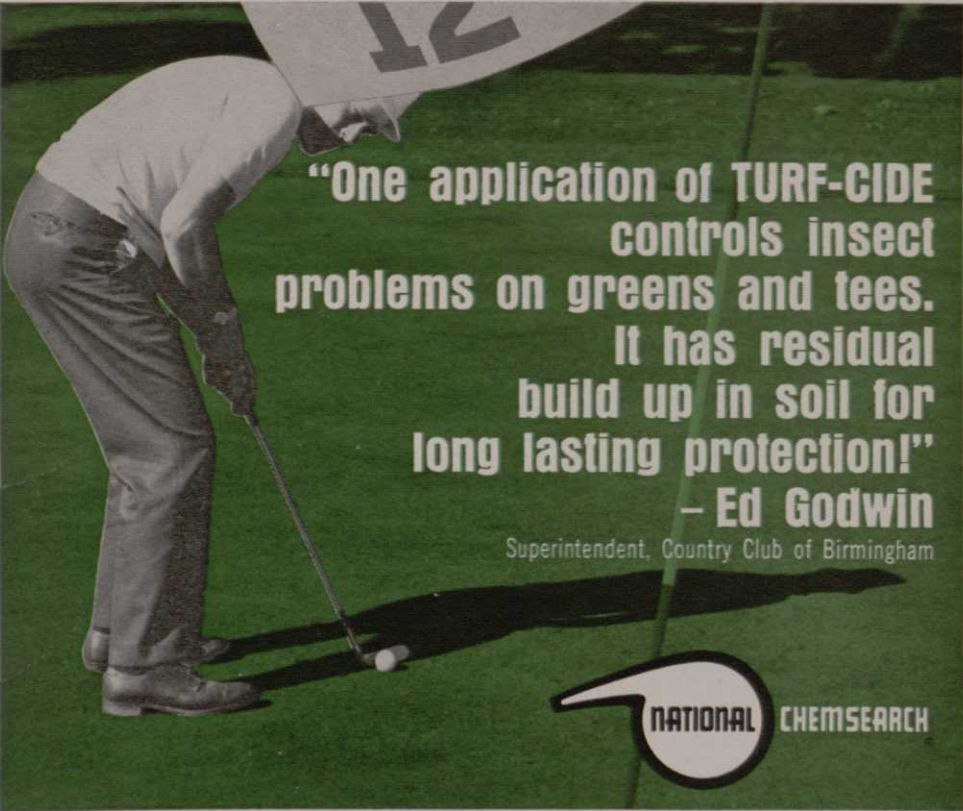
has as much right to expect five dollars worth of attention and interest at five in the afternoon as he does at nine in the morning.

So, how does a pro maintain his enthusiasm for lesson giving?

Desire Counts Here, Too

First, he has to like to teach. Second, he has to be devoted to teaching on a regular schedule and not treat it as a fill-in or a favor he is granting the player. Third, there is a little bit of good in the worst of golfers. The pro has to learn to look for it and, after discovering it, get the golfer himself enthused over the one thing he may be able to do well. The pro has to be honest about it; he shouldn't fabricate the good movement just to make the golfer happy.

The reward in getting the golfer enthused comes in making the lesson easier
(Continued on page 134)



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When groups such as the Carolinas Seniors come in, sportswear sales at Whispering Pines usually start jumping. This is because golfers are in a holiday mood, aren't counting their money and are buying freely.

Pro Does More Than Run Shop at New Resort Club

Whispering Pines, just becoming well established, depends on Avery Beck to bring golfers in, make their stays so congenial they'll want to come back

By JOE DOAN

When Avery Beck moved, in 1961, from the Kinston (N.C.) CC pro job to the new Whispering Pines Club, located near Pinehurst in America's golf heartland, he had the usual misgivings that come with making a change. He was leaving a spot where he had been head pro for 11 years and had established himself in a



Avery Beck (l) and his son, Larry, operate the resort shop. Young Beck is also a PGA circuit player.

comfortable paying position for a fling with a resort operation, surrounded by ten other courses in an area covering not much more than 30 square miles. Beck's ticket, when it was written, didn't include all the customary guarantees. There was a chance he could lose some money.

There never has been any lack of vacationing golfers who descend upon the Sandhills area of North Carolina, but by the same token there isn't any lack of lodges and courses there to serve them. Where golf is involved, competition thrives in this part of the country. If legendary Pinehurst, with its 90 holes, Mid-Pines and Southern Pines don't make land developers think twice about sinking their money in golf resorts, then perhaps the others will. But Whispering Pines seems to have filled a need. It has been a profitable venture, practically from the day its 18 holes were put into play a little more than three years ago.

In Building Stage

Maybe this is due in a large part to Avery Beck. He is not only the pro but the club's goodwill agent and public relations man. As yet Whispering Pines doesn't have a clubhouse. The planned \$15,000 to \$50,000 homes are at the moment widely scattered through a huge development that it is hoped eventually will have several thousand residences. The resort lodge on U.S. Highway 1 is nearly five miles from the golf course. So, that means that the club's comfortable pro



Club sales ordinarily leave something to be desired at a resort course, but this attractive display tempts women visitors.

shop has to be the hub of the entire community until the development starts to fill in. And, it makes the pro more than just a person who operates the golf shop. He fronts for the whole organization.

Beck, of course, was aware of the picture when he took the Whispering Pines job. He hasn't yet decided what finally prompted him to make the move, but he feels that it was a combination of the superb 6,900 yard course that architect and builder, Ellis Maples, threaded through the loblolly pines, and the fact that a resort operation has a lure that perhaps a club job doesn't offer. Too, there may have been something of a pioneering urge involved.

Shortly before Beck was to take over in the new spot, he qualified for the 1961 PGA event at Olympia Fields in



Pro at a resort club has to know how to brew good coffee and rustle up tasty sandwiches because snack bar may be located in golf shop.



Huge, U shape practice green, located in front of the pro shop at Whispering Pines, is said to be the largest in the Carolinas.

Chicago. Anticipating that most of Whispering Pines' patronage would come from the Midwest and Eastern states, he combined his trip to the Championship with a business junket that took him into several northern states where he did some market research. Visiting shops in Pittsburgh, Baltimore and Hartford as well as Chicago, Beck was able to compile a comprehensive list of merchandise that Northern pros were reasonably sure Northern golfers would buy when they came to play a resort course in the South.

The idea worked out well. Beck was able to concentrate his original investment on golf goods and equipment that moved quickly off the shelves and racks and gave him relatively rapid turnovers in his first year at Whispering Pines. The profit he realized that first year gave him a solid base for expanding his business the second year. He feels that a study of the market he is going into is vitally important to a man who is moving into a new club, or is changing jobs. Setting up an inventory without checking to see if it has a good chance of moving can result in a large share of a pro's funds being tied up in merchandise that eventually will have to be sold at a sacrifice, or possibly

won't sell at all. When this happens, chances of expanding the shop inventory are set back or possibly knocked out completely.

Depends on Salesmen

The Whispering Pines pro depends heavily on the 20 or so golf manufacturer reps who visit him each month. They not only keep him abreast of what is developing in the way of new lines and the golf market in general, but they give him any number of good ideas for displaying merchandise. "There are two or three of these fellows who are very adept at display," Beck says. "I have them look over our setups and give their opinions as to how they look. I feel that they give us a fresh slant. Display is a very important part of resort shop merchandising. Players are

(Continued on page 86)

Golfers may be lured into false feeling of security on the front nine because they don't see water. But this large lake confronts them in a couple of spots on the back side.

